C7715-3A

JANUARY
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '82 vs '83	% 1980	
	1984	1983		1984	1983
A M C	16722	15413	121 95	[illegible]	2 58
(Alliance)	8336	9557	86 70	[illegible]	1 60
(Encore)	5983			89	
(Eagle)	2403	2722	87 95	1 [illegible]	45
CHRYSLER	21221	13698	152 80	2 84	2 30
(Laser)	3840			45	
(Le Baron)	6196	4836	126 84	69	81
(E/Ny/S Av/NPT)	11120	7811	139 88	1 49	1 31
DODGE	29912	23569	126 93	4 [illegible]	3 96
(Dertona)	3168	-	-	42	-
(Colt/Vista)	4080	2637	154 75	55	44
(Conq/Challenger)	416	993	41 29	06	17
(Omni)	8553	4921	172 99	1 14	83
(Aries)	8880	9310	95 06	1 19	1 57
(Diplomat)	854	1195	70 54	11	20
(Dodge 400/600)	3961	4133	95 28	53	69
PLYMOUTH	25041	18655	133 29	3 35	3 13
(Colt/Vista)	3539	2499	143 38	48	42
(Conq/Sapporo)	335	970	34 43	04	16
(Horizon)	9305	4982	186 80	1 24	84
(Reliant)	11166	9183	121 17	1 50	1 54
(Gran Fury)	638	1021	61 17	09	17
CHRYSLER CORP.	76174	55923	135 13	10 19	9 39
FORD	99316	70799	138 95	13 30	11 90
(Escort)	28363	25145	112 14	3 81	4 23
(Fairmont)	-	13459	-	-	2 26
(Tempo)	21914	2		2 93	
(LTD)	26554	22931	114 36	3 55	3 85
(Mustang)	9399	8489	109 15	1 26	1 43
(T/Bird)	10866	773	-	1 45	13
LINCOLN	8382	7340	110 79	1 12	1 23
(Mark VI & VII)	3391	2118	152 93	45	35
MERCURY	26860	23595	153 70	4 93	3 98
(Zephyr)	-	3343	-	-	56
(Topaz)	6639	-	-	89	-
(Cougar)	8487	290	-	1 13	05
(Capri)	1434	2075	67 37	19	35
(Lynx)	5438	5923	91 59	73	99
LINC/MERC DIV	45242	31036	143 55	6 05	5 21
FORD MOTOR CO	144558	101835	140 35	19 35	17 11
BUICK	62973	51800	120 22	8 43	8 70
(Skyhawk)	5716	4680	121 50	76	79
(Skylark)	7492	7275	102 32	1 00	1 22
(Century)	13696	8837	152 68	1 82	1 48
(Regal)	14909	14761	100 88	2 01	2 46
(Riviera)	4206	3462	119 61	56	58
CADILLAC	23808	19862	119 77	3 19	3 30
(Cimarron)	1460	1519	95 33	20	26
(Eldorado)	5533	4562	119 95	74	76
(Seville)	2788	2133	129 25	37	35
CHEVROLET	108544	84821	126 76	14 55	14 25
(Chevette)	14474	12176	118 35	1 94	2 05
(Celebrity)	21422	10426	204 23	2 87	1 75
(Cavalier)	24034	11035	216 51	3 22	1 85
(Camaro)	12120	11493	104 45	1 62	1 93
(Citation)	8141	10473	88 10	82	1 76
(Corvette)	2196	1238	174 78	29	21
(Monte Carlo)	9524	6527	144 88	1 23	1 10
OLDSMOBILE	80513	59103	134 21	10 77	9 93
(Omega)	5621	3594	100 25	48	60
(Firenza)	3691	2718	134 44	49	46
(Cutlass Ciera)	17454	9979	173 30	2 34	1 68
(Cutlass)	25511	19023	132 25	3 41	3 19
(Toronado)	3351	2539	128 43	45	43
PONTIAC	47395	32193	146 16	6 34	5 41
(1000)	2239	2792	79 44	30	47
(2000 Sunbird)	7730	4489	171 22	1 03	75
(6000)	8185	5104	159 45	1 09	86
(Phoenix)	1252	2737	45 49	17	46
(Bonneville)	5404	4857	110 13	72	82
(Firebird)	6475	7227	89 01	87	1 21
(Eleral)	6932	-	-	93	-
GEN MTRS CORP	323233	247579	129 14	43 26	41 58
Misc Domestic	27	164	16 45		03
Other Import	18651	17438	105 37	2 49	2 93
U S TOTAL	147231	595294	124 25		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHG VS LAST	% IND		YEAR END
	1984	1985		1984	1985	1983
A M C	6722	15412	107.93	2.24	2.54	190797
(Alliance)	8336	9551	86.70	1.12	1.66	126076
(Encore)	5983			.80	-	15757
(Eagle)	2403	2722	87.95	.32	.45	30570
CHRYSLER	21221	13598	152.83	2.84	2.30	254175
(Laser)	3840	-		.51	-	9518
(Le Baron)	5136	4836	126.84	.69	.81	79464
(E/K/5 AVIANT)	11120	7811	139.88	1.49	1.31	153508
DODGE	29917	23569	126.93	4.00	3.96	362192
(Daytona)	3168	-		.42	-	7412
(Colt/Vista)	4080	2637	154.15	.55	.44	40527
(Conq/Challngr)	416	993	41.89	.06	.17	14032
(Omni)	8553	4921	172.99	1.14	.83	94560
(Aries)	8880	9310	95.38	1.19	1.57	117988
(Diplomat)	854	1195	70.54	.11	.20	20857
(Dodge 400/600)	3961	4135	95.78	.53	.69	61981
PLYMOUTH	25041	18655	133.29	3.35	3.13	306194
(Colt/Vista)	3539	2498	141.68	.48	.42	35647
(Conq/Sapporo)	335	970	34.43	.04	.16	11863
(Horizon)	9303	4982	186.60	1.24	.84	91866
(Reliant)	11166	9185	121.57	1.50	1.54	154679
(Gran Fury)	638	1021	62.52	.09	.17	12139
CHRYSLER CORP	76174	55922	136.13	10.19	9.39	922561
FORD	99316	70799	140.95	13.30	11.89	1074142
(Escort)	28363	25145	112.74	3.81	4.23	343893
(Fairmont)	-	13459	-	-	2.26	46869
(Tempo)	21914	2	-	2.93	-	124060
(LTD)	26554	22931	114.76	3.55	3.85	280961
(Mustang)	9399	8489	109.15	1.26	1.43	113957
(T'Bird)	13085	775	-	1.75	.13	124392
LINCOLN	8382	7340	110.79	1.12	1.23	97206
(Mark VI & VII)	3391	2118	152.93	.45	.35	26555
MERCURY	36860	23696	153.70	4.93	3.98	295041
(Zephyr)	-	3345	-	-	.56	13361
(Topaz)	6659	-	-	.89	-	36106
(Cougar)	8487	290	-	1.13	.05	80388
(Capri)	1434	2075	69.37	.19	.35	22951
(Lynx)	5438	5923	91.59	.73	.99	83679
LINC/MERC DIV	45242	31036	145.55	6.05	5.21	492247
FORD MOTOR CO	144558	101835	140.35	19.35	17.11	1526919
BUICK	62973	51803	120.22	8.43	8.70	818256
(Skyhawk)	5756	4680	121.50	.76	.79	71501
(Skylark)	7492	7275	102.32	1.00	1.22	100213
(Century)	13596	8837	152.68	1.82	1.48	146211
(Regal)	14909	14641	100.89	2.01	2.46	226966
(Riviera)	4205	3462	119.61	.56	.58	51123
CADILLAC	23808	19662	119.77	3.19	3.30	291552
(Cimarron)	1460	1519	95.33	.20	.26	19124
(Eldorado)	5533	4562	119.95	.74	.76	69487
(Seville)	2788	2155	123.25	.37	.36	32501
CHEVROLET	108544	84821	126.76	14.53	14.25	1310503
(Chevette)	14474	12176	118.35	1.94	2.05	176053
(Celebrity)	21422	10429	204.23	2.87	1.75	172350
(Corvette)	2403	1035	216.51	.32	.17	24697
(Cavalier)	12120	10493	104.45	1.62	1.93	175690
(Camaro)	6141	10473	58.10	.82	1.76	92126
(Citation)	2196	1238	174.72	.29	.21	26037
(Corvette)	9624	6527	144.88	1.29	1.10	102628
(Monte Carlo)	58515	59103	134.21	10.77	9.93	971229
OLDSMOBILE	3621	1594	100.25	.48	.60	49081
(Omega)	3169	2718	134.44	.42	.46	43836
(Firenza)	13454	9979	173.30	2.54	1.68	185756
(Cutlass Ciera)	25511	19027	132.23	3.41	3.19	319074
(Cutlass)	3351	2534	128.43	.45	.43	39101
(Toronado)	47395	32193	146.16	6.34	5.41	536404
PONTIAC	2218	2792	79.44	.30	.47	33710
(1000)	7730	4488	171.22	1.03	.75	85435
(2000 Sunbird)	8186	5104	159.45	1.09	.86	89890
(6000)	1252	2737	45.49	.17	.46	24619
(Phoenix)	5404	4857	110.13	.72	.81	81998
(Bonneville)	6674	7227	89.01	.87	1.21	90859
(Firebird)	2934	-	-	.41	-	18038
(Fiero)	2	-	-	-	-	617
GEN MTRS CORP	323233	247579	129.14	43.26	41.59	3927944
Misc Domestic	27	164	16.46	-	.03	617
Other Import	18651	17482	105.97	2.49	2.93	2355298
U. S. TOTAL	747231	595294	124.25			8924185

(Mopp Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% +/-	% IND	
	1984		1984	1983	VS '83	1984	1983
Dodge	2567	9.09	2567	1430	79.58	9.09	7.96
Plymouth	1085	3.85	1085	598	81.44	3.85	3.32
Ford	8475	30.01	8475	6031	40.52	30.01	33.56
Chevrolet	8123	28.76	8123	5597	45.12	28.76	31.14
G.M.C.	2150	7.62	2150	1557	38.06	7.62	8.66
I.H.	362	1.28	362	366	-1.09	1.28	1.94
Jeep Truck	1066	3.78	1066	498	114.06	3.78	2.62
Mack/Midliner	132	.47	132	108	22.22	.47	.58
Kenworth	102	.36	102	44	131.82	.36	.24
Peterbilt	78	.28	78	49	59.18	.28	.25
Daimler Benz Corp.	124	.44	124	68	82.35	.44	.36
Volvo White	82	.29	82	31	164.52	.29	.17
Western Star	3	.01	3	2	50.00	.01	.01
Misc.	456	1.62	456	299	52.51	1.62	1.58
U. S. Total	28239		28239	18796	50.27		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWR 33 & OVER
Dodge	656	1911						
(Dodge 1)	1106	5194						
Plymouth	1076	9						
Ford	2372	5784				836	1560	784
(Ford 2)	2237	10611						
Chevrolet	1845	5159	2124	-	21	782	501	29
(Chev. 3)	2851	1423	-	-	-	-	-	-
G.M.C.	1103	381	58	-	154	195	824	555
(G.M.C. 4)	623	514	-	-	-	-	-	-
I.H.						1004	385	1604
Jeep Truck	854	2104						
(Jeep 5)	854	1784						
Mack/Midliner						184	37	112
Kenworth								1025
Peterbilt								781
Daimler Benz Corp.						122	518	1066
Volvo White							85	744
Western Star								33
Misc.	4567	442	8	6			4	99
Total	14944	11557	2182	6	175	2866	4034	7811
1983 Total	15124	5436	97	5	63	311	1805	4990
1984 vs '83	-1.19	112.58	2150.52	20.00	177.78	821.54	123.49	56.54

(Misc. Total) To be included in GVW 1 & 2

1 Includes Ram vans, Ramcharger, Ram 50, Raider, Arrow, and Rampage.

2 Includes Ranger, Bronco and vans.

3 Includes El Camino, Blazer, S10 and vans.

4 Includes Suburban, Jimmy, Vandura and Tilt Cab.

5 Includes J-10, Cherokee, Wagoneer and Scrambler.

THE STATISTICS FOR NEW YORK AND OKLAHOMA-1984 ARE COMPILED FROM MANUFACTURER SUPPLIED SALES RECORDS.

THE 1983 VS 1984 COMPARISONS EXCLUDE OKLAHOMA DATA.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 198x		YEAR TO DATE 198x	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	3330	4%	2657	4%
Dodge Colt Vista SW	760	1%	-	-
Dodge Conquest	257	0%	-	-
Dodge Challenger	159	0%	993	1%
Plymouth Colt	2981	4%	2439	4%
Plymouth Colt Vista SW	618	0%	-	-
Plymouth Conquest	214	0%	-	-
Plymouth Sapporo	121	0%	970	1%
Total Domestic Sponsored Imports	8430	11%	7059	11%
OTHER IMPORTS				
Isuzu	1715	2%	1653	2%
Nissan	15932	21%	17996	28%
Honda	3760	5%	2835	4%
Mazda	1383	1%	1236	2%
Mercedes Benz	671	1%	578	1%
Renault	146	0%	187	1%
Subaru	1482	2%	1109	1%
Toyota	4095	5%	4358	7%
Volkswagen	1264	1%	1083	1%
Volvo	648	1%	598	1%
Others	1965	2%	1545	2%
Total Other Imports	29681	39%	17382	29%
GRAND TOTAL ALL IMPORT CARS	19497	26%	18148	30%

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet LUV			500	2%
Dodge RAM 50	2818	1%	2048	1%
Ford Courier	-	-	1202	2%
Plymouth Arrow			130	0%
Total Domestic Sponsored Imports	2818	1%	3882	5%
OTHER IMPORTS				
Isuzu	2668	3%	1872	3%
Nissan	11435	14%	10112	15%
Mazda	1854	2%	1315	2%
Subaru	470	1%	535	2%
Toyota	13770	17%	11774	16%
Volkswagen	1494	2%	1164	2%
Others	1241	2%	621	1%
Total Other Import Trucks	45532	56%	29881	45%
GRAND TOTAL ALL IMPORT TRUCKS	48209	57%	36750	49%

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	1364	4.8%	12436	5.5%
DODGE RAMPAGE	616	2%	947	1%
FORD RANGER	1488	5.2%	1041	5.6%
GMC S15	3130	11%	2841	1.5%

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

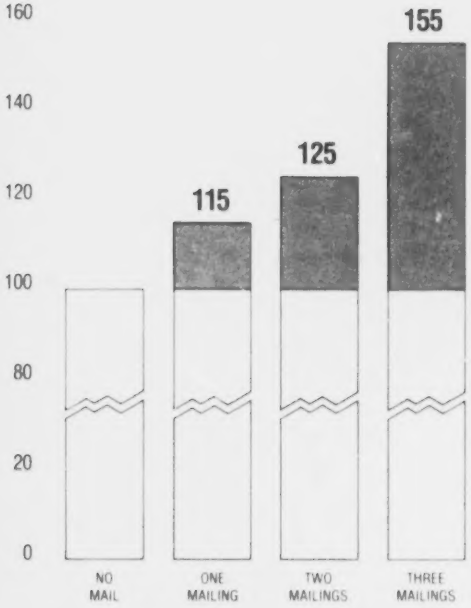
YEAR	CARS	TRUCKS
1974	8701094	2656918
1975	8261840	2197417
1976	8751485	3058009
1977	10826234	3509528
1978	10946104	3963340
1979	10356695	3472209
1980	8760937	2476777
1981	8443919	2185489
1982	7754342	2430471
1983	8026186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R 1-84

JANUARY 198x ISSUED 03/8x

CONSIDERATION...



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